



Province of British Columbia
Liquor Distribution Branch

SIXTY FIFTH ANNUAL REPORT

FISCAL YEAR ENDED MARCH 31, 1986

MINISTRY OF CONSUMER AND
CORPORATE AFFAIRS
ELWOOD N. VEITCH, MINISTER

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Province of
British Columbia

Ministry of
Consumer and
Corporate Affairs

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OFFICE OF THE GENERAL MANAGER
LIQUOR DISTRIBUTION BRANCH

The Honourable Elwood N. Veitch
Minister of Consumer and
Corporate Affairs
Parliament Buildings
Victoria, B.C.
V8V 1X4

Sir:

I have the honour to transmit herewith the Sixty-Fifth Annual
Report of the Liquor Distribution Branch, covering the year ended
March 31, 1986.

R.A. Wallace
General Manager

Enclosure

ORGANIZATION CHART

As at March 31, 1986

MINISTRY OF CONSUMER AND CORPORATE AFFAIRS

Minister — The Honourable E. N. Veitch

Deputy Minister — M. A. Bodkin

B.C. LIQUOR DISTRIBUTION BRANCH

General Manager — R. A. Wallace

Director of Finance — L. N. Dyer

Director of Store Operations — A. D. Anderson

Director of Purchasing — K. D. Brownlow

Director of Distribution — D. B. Wilkinson

Director of Systems and Data Processing
— M. E. Smith

Director of Security Services — J. R. Bowcott

Director of Internal Audit — D. Chung

Manager of Communications — P. W. Choate

Manager of Corporate Planning and Research
— G. W. Hall

Manager of Employee Relations — K. L. Leigh

Manager of Recruitment and Staff Development
— P. A. Vest

Executive Secretary — L. A. Burfoot

GENERAL MANAGER'S REPORT

The 85/86 fiscal year has been one of challenges — to meet the revenue targets set by government, to meet the changing beverage alcohol retail environment and to meet the changing preferences of our customers.

Total litre consumption continued to decline in this fiscal year. Of particular note is the spirits category which has been experiencing this trend for several years.

The wine market showed growth but this is primarily due to coolers which have been accepted very well by our customers.

The beer market demonstrated some decline.

Again this year, consumption in terms of absolute alcohol declined. This trend began five years ago and reflects moderation and consumer preference for lower alcohol products.

Against this background, the Provincial Budget set a net revenue target of \$390 million for the Branch, an increase of \$30 million over the previous fiscal year. Mark-up adjustments were introduced April 1, 1985. This consisted of an adjustment to the landed cost against which the percentage mark-up is applied. The actual net revenue achieved was \$397,092,787.

Comments we have been receiving from our customers tell us we are doing a better job than we have done in the past. We are providing a better range of products, better displays and, more importantly, better service. I am proud that our customers are noticing the changes. All staff at all levels are responsible for this. I thank them for their dedication.

OPERATIONAL REVIEW

The Branch has four major business goals guiding our operational activities:

- to provide levels of service which satisfy the needs of our customers;
- to optimize Branch profit acknowledging the requirement to generate revenue as budgeted by government;
- to provide suppliers with a controlled access to the market place on a fair basis; and
- to present a progressive, responsive and responsible image to the general public, suppliers, government and our employees.

PRODUCT AVAILABILITY

Fundamental to good customer service is product availability. To this end, the Purchasing Department has introduced a computerized ordering system which identifies priority needs. Speed in processing and placing orders has shown substantial improvement in this fiscal year and has resulted in fewer out-of-stock situations. The automated Customs Liquor Import Products System received further enhancement this year to further support product availability through prompt and accurate customs entry.

In addition, the Distribution Department has achieved more than a 99.5% completeness ratio for store orders placed on distribution centre inventories. Achieving greater product reliability, multiple delivery, 24 to 48 hour delivery schedules, shorter order lead times and substitute ordering has assisted stores in

reacting to product demand at the local level.

Standardization of product sizes has been achieved through a metrification project. Customers can now compare products and prices more easily.

Market access and product availability were affected by highly visible problems with product contamination. Issues included the presence of diethylene glycol, mesurol and ethyl carbamate. This resulted in the removal of products from the B.C. market. British Columbia was fortunate to have relatively few contaminated products. During these controversies, the Branch attempted to limit the harm to suppliers but maintained that compliance with health regulations was mandatory to ensure our customer's safety. The latter is of paramount importance.

CUSTOMER SERVICE

Serving our customers is a top priority not only in terms of customer relations but also in product display, physical facilities and special programs.

"Customer Service" and "Product Knowledge" courses were designed to ensure that staff are informed, informative and helpful. Almost 1,300 employees have completed the "Product Knowledge Course" while 1,800 have completed the "Customer Service" course.

The store renewal program resumed this year with the replacement of the Tsawwassen store in November 1985. By the year end new stores will be opened at Capilano Mall in North Vancouver, Gorge and Tillicum in Victoria, Commercial Drive in Vancouver and Mission. Also underway will be replacement stores in Chase, Prince George, Rossland and Ganges. In total, 12 store replacements were underway at year end, as well as the addition of Newton in Surrey as the site for liquor store service for the first time. The Yates Street store in Victoria was closed in December 1985.

Store sites are chosen from property owners and developers based upon factors such as lease rates as well as suitability of the facility for customer service which includes parking and loading/unloading areas.

Attention has also been given to shelving. Dated wooden gondola shelving is being replaced on an ongoing basis with modern, B.C. produced, wire racking. New shelf labels and signage have been introduced highlighting price reductions.

The rural agency store program continued to provide service to many small communities not serviced by a B.C. Liquor Store. During the year, 12 new rural agency stores were established and 4 closed. 102 such outlets were in operation as of the end of the fiscal year.

Hours of sale in B.C. Liquor Stores have received extensive review resulting in permanent and seasonal changes to meet customer and community needs.

In response to a desire by our customers to be better informed about the products offered for sale in B.C. Liquor Stores, the Product Guide continues to provide informative, entertaining articles on all aspects of the Branch's portfolio. The views of our customers on service, product and special programs are important. The Product Guide features a feedback form that

has proven successful, with the majority of responses being positive. This will become a higher profile activity next year and the Product Guide will be enhanced and designed to reflect the Branch's ongoing activities.

During the fiscal year, a trial program, T.A.S.T.E., was introduced in 42 of the highest volume stores. The objectives of the program are to allow suppliers to present an actual in-store tasting of their products to liquor store customers and to permit them to experience products they may not have tried before. The program remained well controlled and achieved its educational objective. Hundreds of thousands of customers have participated with an overwhelmingly positive response. The program will continue with some expansion being considered.

SPECIAL EVENTS

The Branch was able to purchase, on a futures basis, top growth 1982 Bordeaux and 1983 Burgundy wines. This allowed the Branch to offer these prestigious wines at attractive prices.

The practice of operating portable stores at special events was continued successfully this year at the Vancouver Wine Festival and the Okanagan Wine Festival. Other ways of presenting the Branch products and services at special events, such as trade fairs, will be considered for next year.

MARKET ACCESS

The Branch accepts listing applications for both general and specialty listings in B.C. Liquor Stores from all suppliers or their agents.

General listings, which are available to most of our 215 stores, are approved by a formal listing committee which meets twice per year, in the Spring and Fall. The committee reviews the Branch portfolio, selects new products for listing, and delists products which fail to meet sales quotas. Listings are based upon such factors as market demand, price, reliability, quality as well as sensory evaluation.

In this fiscal year, the Listing Committee's activities gave the Branch a general and specialty portfolio of 2,330 products from around the world. There were also 588 restricted product listings approved which are not sold through B.C. Liquor Stores but through outlets such as ships chandlers, Expo '86, consignment agency stores and duty free stores. Speculative items, which agents are promoting to licensees with a goal of building demand, also have restricted availability as they are not sold in B.C. Liquor Stores.

Additional emphasis is also being put on seeking unique/rare products sought by a segment of the market.

Each year, a general review of the Purchasing and Marketing policy is undertaken to respond to changes in the marketplace. In this fiscal year, quotas for spirit products were changed to reflect the difficult times experienced by suppliers, especially domestic spirit suppliers. By lowering quotas, the suppliers were able to retain listings and our customers continued to enjoy a broad range of product choice.

The policy was also amended to allow a separate "Cooler" category which allowed suppliers to expand their product offerings to us and gave our customers a wide range of choice in this rapidly expanding market segment.

PRODUCT PORTFOLIO

As at March 31, 1986

SPECIALTY LISTINGS

Domestic	117
Import	697
Total	<u>814</u>

GENERAL LISTINGS

	DOMESTIC	IMPORT	TOTAL
Spirits/Liqueurs	327	166	493
Wines	396	406	802
Cider/Coolers/Beers	186	35	221
Total	<u>909</u>	<u>607</u>	<u>1,516</u>

As we have responded to changing consumer preferences by listing more wines, coolers, ciders and imported beers, stores have had to find ways and means to physically accommodate these products. The S.P.A.C.E. program will be implemented in the coming year to assist store staff in planning shelf space allocation for these products.

The I.M.A.G.E. program was implemented this fiscal year to give suppliers an opportunity to provide in-store show material in conjunction with store displays and the suppliers' external marketing efforts. The objective is to create an interesting, exciting and constantly changing retail environment in B.C. Liquor Stores by using the most effective merchandising practices available. This has been done while continuing to recognize that the Branch is selling beverage alcohol as opposed to general packaged goods. Both customer and supplier responses to the I.M.A.G.E. program have been excellent.

PROFIT OPTIMIZATION

The Branch exceeded the revenue target of \$390 million set by the government for this fiscal year. Net income was \$397 million from total liquor stores sales in the province of \$1,107 million.

Employment costs are planned and controlled by use of a very detailed industrially engineered productivity system. This was fully reviewed and updated this year. Productivity improved this year over last by 1.5% with the Branch ending up with an overall favourable employment expense of 7.3% of sales.

Programs were also put into place to improve distribution of product to rural agency stores and to minimize Branch handling costs. An initial group of ten agency stores began ordering products directly from Branch distribution centres rather than from a liquor store. A review of the first 8 months indicates agency store satisfaction and improved efficiencies in the Branch stores which were formerly supplying these agencies.

In addition, 55 rural agency stores began receiving their domestic beer supplies directly from Pacific Brewer's Distributors, thus eliminating the freight cost to the agency and the product handling cost to the Branch. This direct delivery program is being further

enhanced in the next fiscal year by an automatic debit method of payment to the Branch.

During the year, Commercial Winery Store agreements were developed for 6 of B.C.'s 7 commercial wineries. The seventh will be implemented during 1986/87. These agreements now provide revenue to the province on sales through commercial winery stores. The commercial wineries benefit by being permitted to sell directly to licensees.

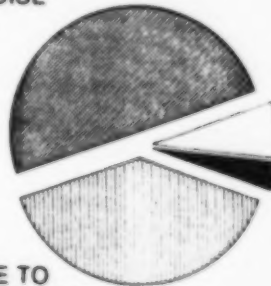
NEW RETAIL OPPORTUNITIES

The announcement in May 1985 of new government policies concerning liquor retailing led to expanded retail opportunities for British Columbia wineries through stores which may be operated away from the winery location. Although industry response has initially been slow, a number of proposals were received for implementation in 1986/87.

New agreements have also been negotiated between the Branch and B.C. estate wineries which improved administrative and financial terms as well as reporting for stores operated at the wineries and by the Okanagan Valley Estate Winery Association (O.V.E.W.A.) in larger centres. At year end there were 5 O.V.E.W.A. stores located in Victoria and Vancouver. Some expansion of these retail activities is anticipated in the coming year.

APPLICATION OF LIQUOR DISTRIBUTION BRANCH REVENUES FISCAL YEAR 1985/86

COST OF MERCHANDISE
(49.7%)



EMPLOYMENT EXPENSE
(7.3%)

OTHER EXPENSES (3.4%)

NET REVENUE TO
GOVERNMENT (39.7%)

Notes: Based upon L.D.B. sales of \$936,608,588.
does not include revenue from Malt Levy; cost of merchandise
includes wholesale cost, agent fees, federal duties and taxes.

The May 1985 announcement also allowed certain hotels and neighbourhood pubs to open Licensee Retail Stores on their premises for the sale of B.C. packaged beer, cider, wines and coolers. There were 17 such stores established by year end with more expected next year.

ASSET PROTECTION

Protection of our employees and Branch property is of the utmost importance.

Utilizing the services of a British Columbia company, the Branch installed a central station store alarm monitoring system. This permits 124 liquor stores to be monitored at Branch headquarters 24 hours per day, 7 days per week. The system monitors intrusion alarms, holdups, safe alarms, fires, communication failures, power failure and other relevant activities. A further 30 stores are to be included in the next fiscal year.

Branch store security officers, supported by private security officers, conducted night patrol duties at all 67 Greater Vancouver stores. This temporary program began 30 months ago in reaction to a serious problem with breaking and entering and safe attacks. A considerable decline in these activities has been noted since the program's inception. This program has been phased out with the introduction of the central alarm monitoring.

SUMMARY OF MONIES RECOVERED EXTERNAL AUDIT

Commercial Breweries	\$255,087.46
Winery Consignment Agency Stores	\$ 6,767.76
Non-Commercial Brewery and Retail Operations	\$ 2,497.79
Other Operations	\$ 22,688.86
	<u>\$287,035.87</u>

NOTES:

The equivalent sales value of brewery collections exceeds \$750,000.

Monies recovered by the Audit Department over the past three years are approximately \$1.1 million.

Highly successful employee training programs dealing with armed robbery and shoplifting prevention received extra attention this year. The Branch has caused criminal charges for theft being laid against 1,532 individuals since 1976, when the policy of prosecution was adopted. Protecting our employees during these events is considered paramount, with the greatest protection being achieved through prevention.

The quality and level of security training has enabled Branch staff to handle shoplifting incidents extremely well. The Branch has never been involved in civil litigation for false arrest or illegal detention of shoplifting suspects. The same claim cannot be made by the majority of retail merchants in the private sector.

As a result of the continuing growth in computerization security of the stored data is vital to ensure its integrity, continued operations and maintenance of confidentiality. Development of standards for improved data security is also underway with a 1987 completion target.

Criminal proceedings associated with the internal theft from the Vancouver Distribution Centre, noted in the 64th Annual Report, were completed in the courts with the conviction of the remaining co-conspirator for related charges.

The internal audit function continued to objectively review the effectiveness of internal controls over Branch assets and funds. In addition, audits generally include examining the extent of compliance with policy, legislation or agreements with external entities. Operational audits resulted in the collection of approximately \$290,000 from several external entities doing business with the Branch.

Reporting requirements for Licensee Retail Stores have been kept relatively simple. While problems are not expected, these stores were visited shortly after opening to establish a good working and reporting relationship. Audits of these operations will be conducted as appropriate.

Audits of B.C. Liquor Stores identified some weaknesses and deficiencies in internal controls and application of Branch operating policies and procedures. As a result of audit findings, some operating procedures were changed and, if necessary, security investigations were undertaken.

CRIMINAL STATISTICS

	1981/82	1982/83	1983/84	1984/85	1985/86
Armed Robbery	4	9	8	3	7
B&E and Theft	113	122	146	231	202
Safe Attacks	1	3	7	—	—
Attempted Break-ins	42	42	60	54	44
Attempted Safe Attacks	—	—	5	1	2
Shoplifting (Prosecutions)	198	383	291	306	354
Shoplifting (Attempts)	169	260	464	632	637
Physical Assault on Staff by Members of the Public	25	19	24	11	13
Willful/Malicious Damage	62	58	64	58	41
	614	896	1,069	1,296	1,300
Percentage Change Over Previous Years	40.8%	45.9%	19.3%	21.2%	0.3%

ARMED ROBBERY

Four of the seven armed robberies were resolved by the arrest of two male suspects who had been identified by employees in a police lineup.

BREAKING & ENTERING AND THEFT

The significant reduction in the number of incidents of breaking and entering and thefts at liquor stores may be attributed to the night security patrol operated in 1985/86.

SHOPLIFTING PROSECUTIONS

The modest increase in the total number of shoplifting apprehensions is directly attributable to extra manpower.



STATISTICAL REVIEW

TOTAL LIQUOR CONSUMPTION

— FISCAL YEAR 1985/86

— FISCAL YEAR 1984/85

CONSUMPTION TREND OF ABSOLUTE ALCOHOL

FIVE YEAR LITRE SALES HISTORY

TOTAL LIQUOR SALES — FISCAL 1985/86

SALES BY CATEGORY — COUNTER AND LICENSEE

HISTORICAL DOLLAR SALES

FIVE YEAR DOLLAR SALES HISTORY

HISTORICAL SALES OF WINE, SPIRITS,
CIDER, AND COOLERS

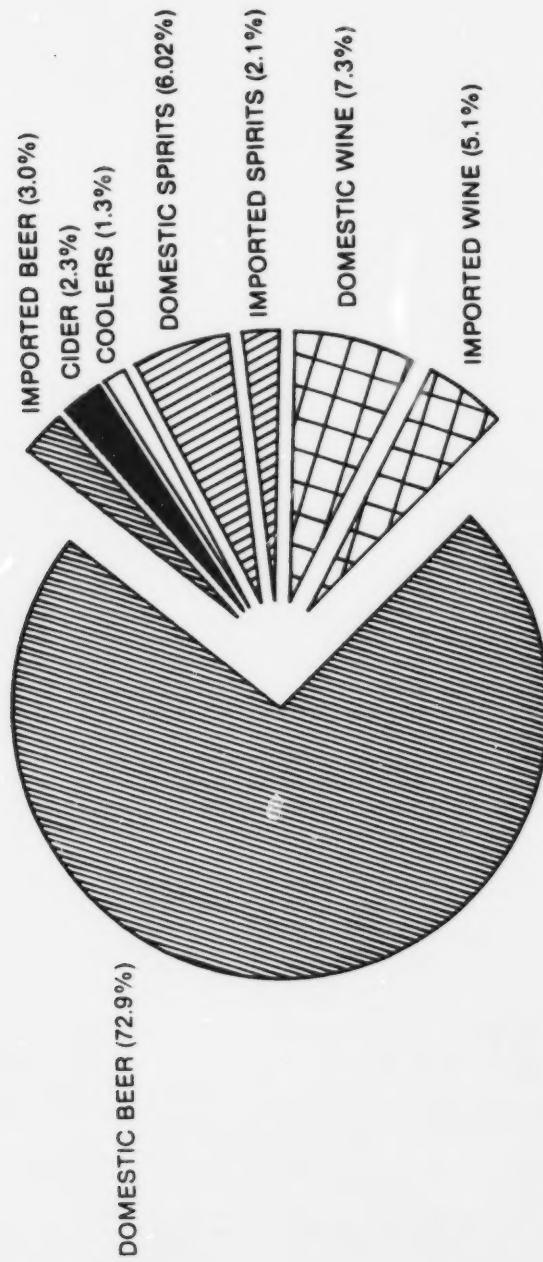
HISTORICAL BEER SALES

RETAIL PRICE BREAKDOWN

PERSONNEL RECRUITING ACTIVITY

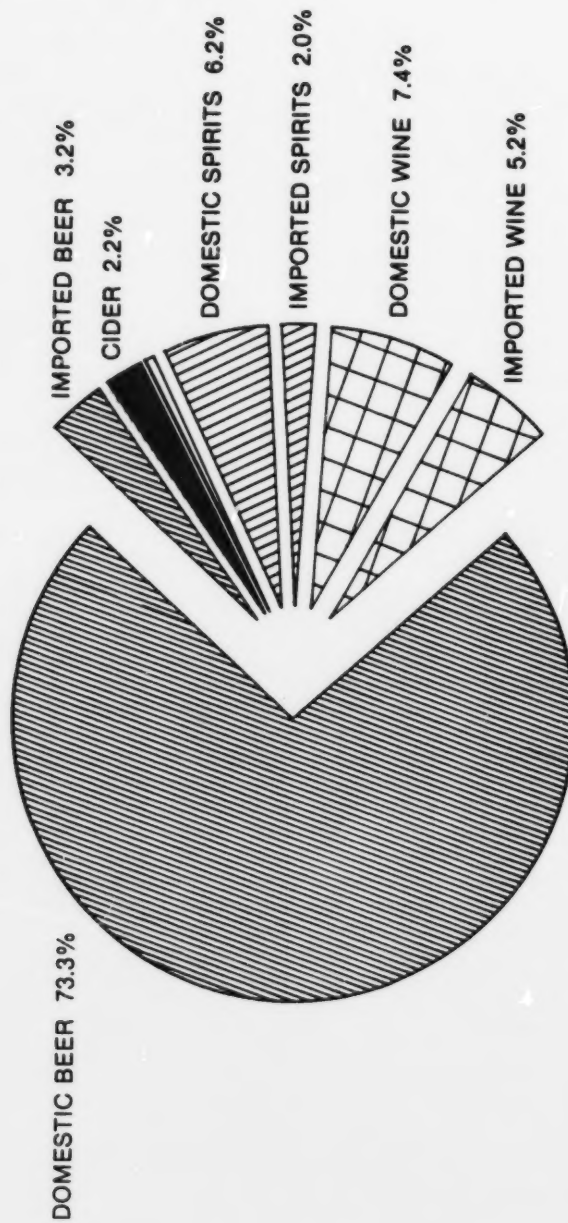
TOTAL LIQUOR CONSUMPTION, FISCAL 1985/86

TOTAL VOLUME = 294,191,277 LITRES

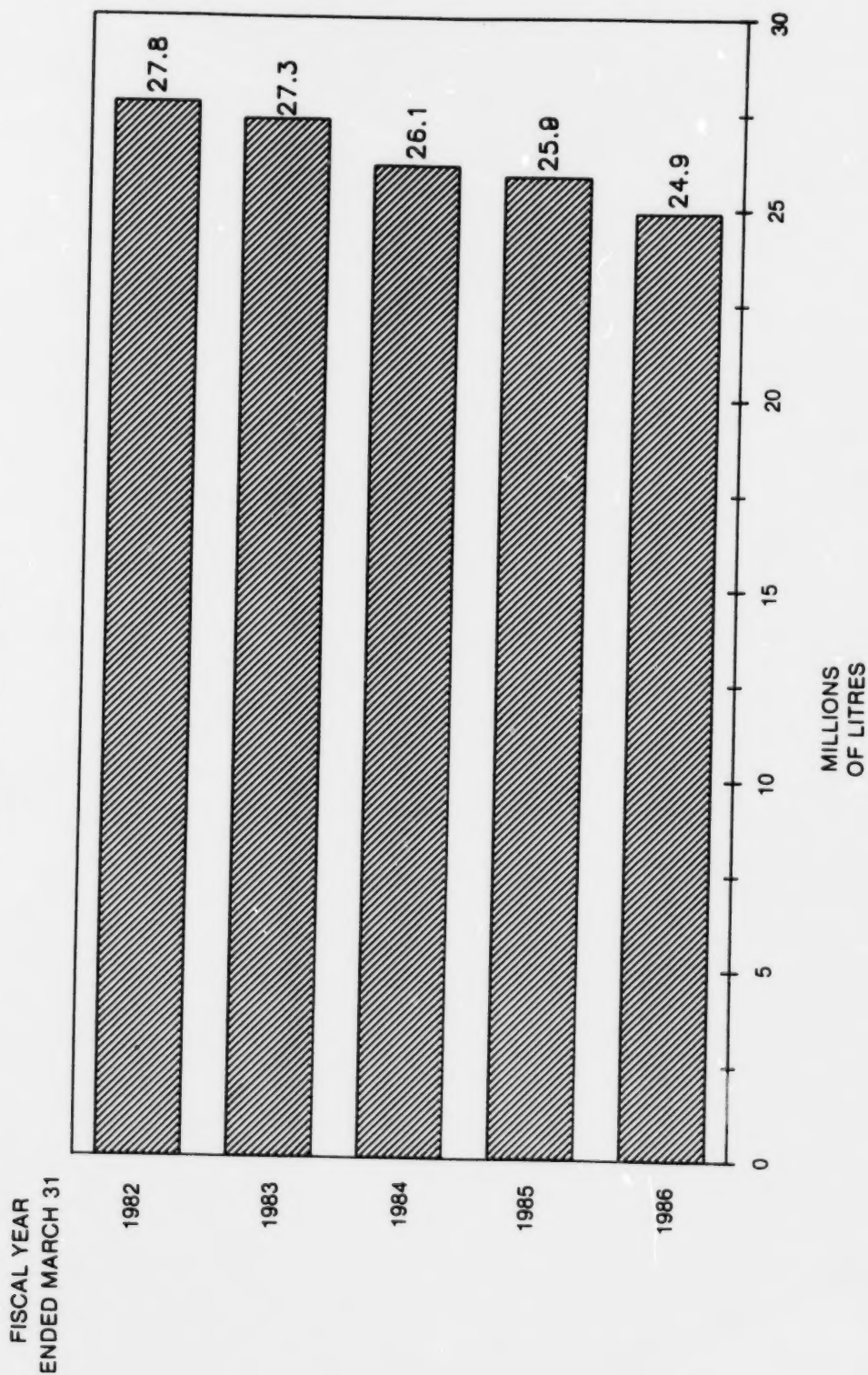


TOTAL LIQUOR CONSUMPTION, FISCAL 1984/85

TOTAL VOLUME = 302,053,573



CONSUMPTION TRENDS IN ABSOLUTE ALCOHOL
IN MILLIONS OF LITRES

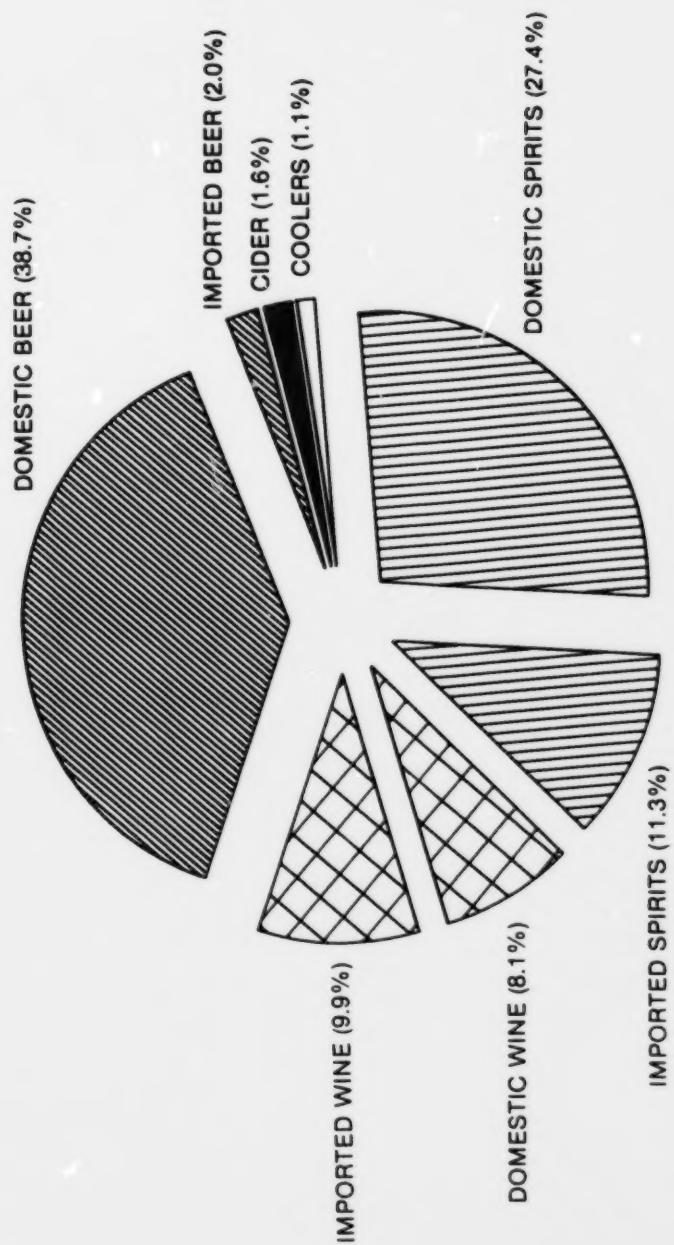


FIVE YEAR LITRE SALES HISTORY
(thousands of litres)

	1981/82 % CHG.		1982/83 % CHG.		1983/84 % CHG.		1984/85 % CHG.		1985/86
SPIRITS									
Domestic	23,422	- 7.01	21,779	- 9.01	19,817	- 6.10	18,607	- 4.85	17,706
% Total	7.87		7.19		6.67		6.16		6.02
Imported	6,503	- 5.54	6,143	- 4.28	5,880	0.76	5,924	1.70	6,025
% Total	2.18		2.03		1.98		1.96		2.05
Total Spirits	29,925	- 6.69	27,922	- 7.97	25,697	- 4.53	24,532	- 3.27	23,731
% Total	10.05		9.22		8.65		8.12		8.07
WINES									
Domestic	23,986	5.12	25,213	- 2.24	24,649	- 9.13	22,397	- 4.21	21,455
% Total	8.06		8.32		8.30		7.42		7.29
Imported	14,015	- 0.49	13,947	0.67	14,041	11.11	15,600	- 3.60	15,040
% Total	4.71		4.60		4.73		5.16		5.11
Total Wines	38,001	3.05	39,160	- 1.20	38,690	- 1.79	37,998	- 3.96	36,495
% Total	12.76		12.92		13.03		12.58		12.41
BEER									
Domestic	222,080	1.42	225,235	- 3.93	216,389	2.34	221,458	- 3.18	214,411
% Total	74.59		74.34		72.86		73.32		72.88
Imported	5,378	26.57	6,807	57.57	10,726	- 8.58	9,806	- 10.43	8,783
% Total	1.81		2.25		3.61		3.25		2.99
Total Beer	227,458	2.02	232,042	- 2.12	227,115	1.83	231,264	- 3.49	223,194
% Total	76.39		76.59		76.47		76.56		75.87
CIDER	2,366	63.19	3,861	41.98	5,482	24.17	6,807	0.45	6,837
% Total	0.79		1.27		1.85		2.25		2.32
COOLERS	0		0		0		1,453	170.81	3,935
% Total							0.48		1.34
TOTAL SALES	297,750	1.76	302,985	- 1.98	296,984	1.71	302,054	- 2.60	294,191
% Total	<u>100.00</u>		<u>100.00</u>		<u>100.00</u>		<u>100.00</u>		<u>100.00</u>

TOTAL LIQUOR SALES, FISCAL 1985/86

TOTAL SALES = \$1,107 MILLION



SALES BY CATEGORY — COUNTER AND LICENSEE

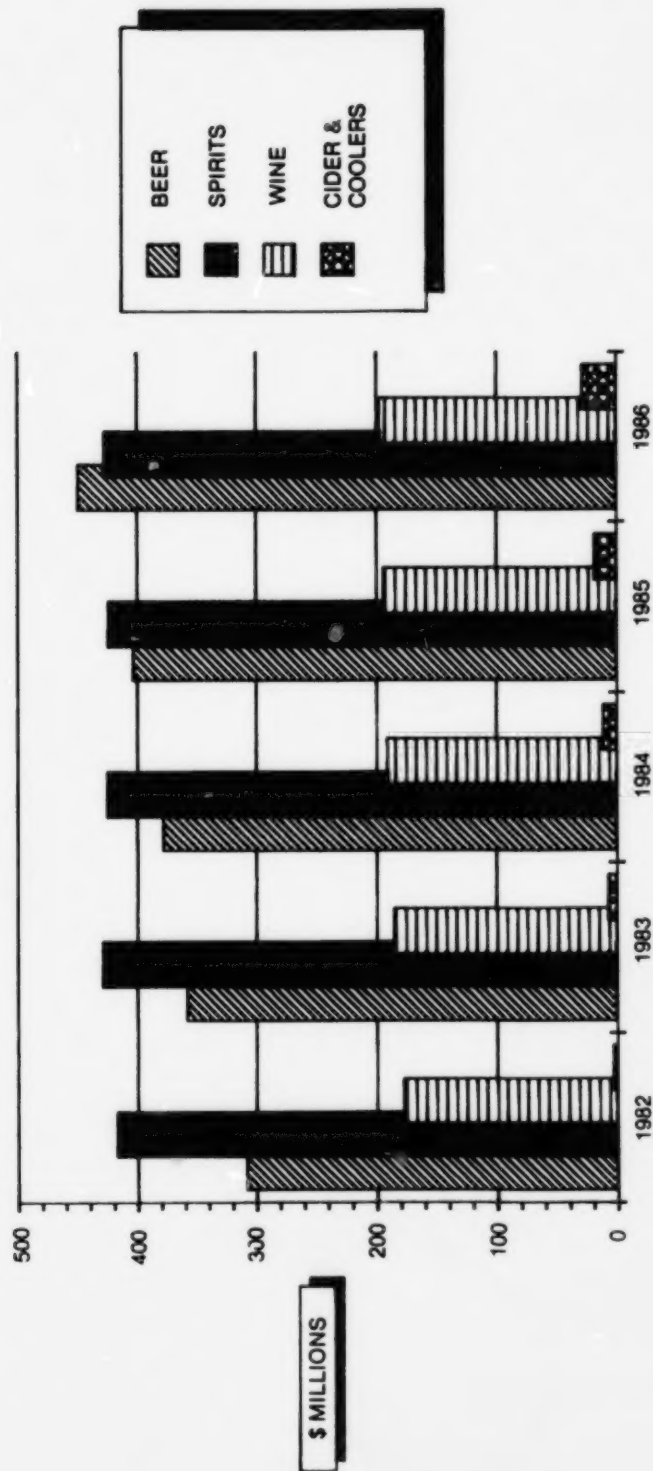
For the Year Ended March 31, 1986

	1986			1985
	Counter	Licensee	Total	Total
	\$	\$	\$	\$
SPIRITS				
Canadian.....	264,391,498	39,434,397	303,825,895	306,864,976
Imported	100,335,755	24,430,981	124,766,736	118,631,198
	<u>364,727,253</u>	<u>63,865,378</u>	<u>428,592,631</u>	<u>425,496,174</u>
WINES				
British Columbia (1)....	79,281,074	9,135,354	88,416,428	91,069,892
Other Canadian	1,064,454	60,829	1,125,283	508,385
	<u>80,345,528</u>	<u>9,196,183</u>	<u>89,541,711</u>	<u>91,578,277</u>
Imported	77,778,300	31,284,249	109,062,549	103,349,083
	<u>158,123,828</u>	<u>40,480,432</u>	<u>198,604,260</u>	<u>194,927,360</u>
MALT LIQUOR				
Canadian (2).....	243,405,580	184,552,720	427,958,300	381,417,130
Imported	16,457,441	6,056,017	22,513,458	22,871,237
	<u>259,863,021</u>	<u>190,608,737</u>	<u>450,471,758</u>	<u>404,288,367</u>
CIDER				
Canadian.....	11,028,483	6,696,939	17,725,422	15,813,080
Imported	94,387	4,484	98,871	128,609
	<u>11,122,870</u>	<u>6,701,423</u>	<u>17,824,293</u>	<u>15,941,689</u>
COOLERS				
Canadian.....	9,568,602	2,010,496	11,579,098	3,593,485
Imported	677	—	677	253
	<u>9,569,279</u>	<u>2,010,496</u>	<u>11,579,775</u>	<u>3,593,738</u>
TOTAL LIQUOR SALES..	803,406,251	303,666,466	1,107,072,717	1,044,247,328
Non-Alcoholic	686,072	—	686,072	752,537
TOTAL SALES.....	804,092,323	303,666,466	1,107,758,789	1,044,999,865
LESS: Direct Deliveries				
Licensee-Malt	—	171,150,201	171,150,201	157,815,953
TOTAL LDB SALES.....	804,092,323	132,516,265	936,608,588	887,183,912

(1) Does not include "Commercial Winery" sales of \$368,119 from which there is no revenue to the Branch.

(2) Includes Twist Shandy.

HISTORICAL DOLLARS SALES (\$MILLIONS)



FISCAL YEAR ENDED MARCH 31

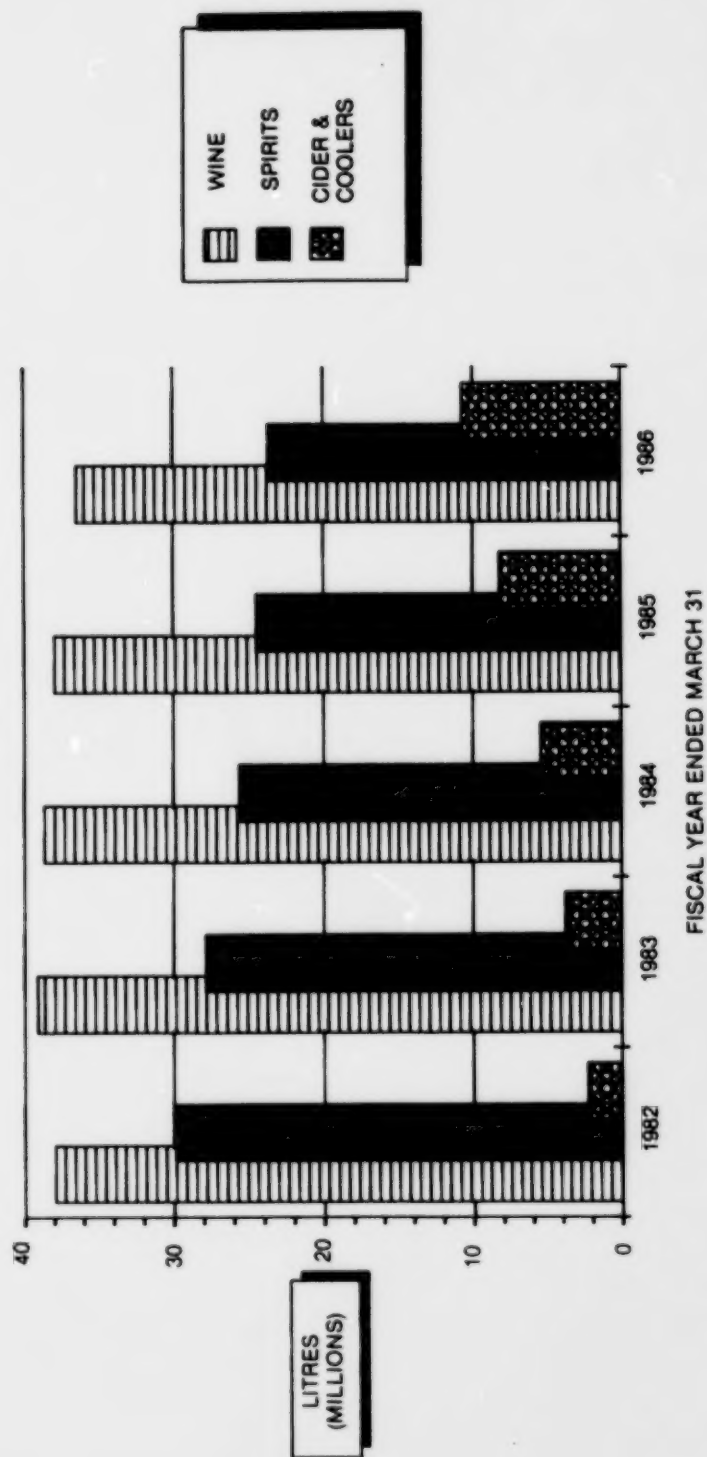
FIVE YEAR DOLLAR SALES HISTORY
(thousands of dollars)

SPIRITS		1981/82 % CHG.		1982/83 % CHG.		1983/84 % CHG.		1984/85 % CHG.		1985/86
Domestic	303,965	2.85	312,621	- 0.85	309,962	- 1.00	306,865	- 0.99	303,826	
% Total	33.38		31.77		30.70		29.39		27.44	
Imported	114,069	3.18	117,701	- 1.20	116,284	2.02	118,631	5.17	124,767	
% Total	12.53		11.96		11.52		11.36		11.27	
Total Spirits	418,034	2.94	430,322	- 0.95	426,246	- 0.18	425,496	0.73	428,593	
% Total	45.91		43.74		42.22		40.75		38.71	
WINES										
Domestic	83,146	12.24	93,326	3.48	96,572	- 5.17	91,578	- 2.22	89,542	
% Total	9.13		9.49		9.56		8.77		8.09	
Imported	95,695	- 2.79	93,028	2.46	95,314	8.43	103,349	5.53	109,063	
% Total	10.51		9.46		9.44		9.90		9.85	
Total Wines	178,841	4.20	186,354	2.97	191,886	1.58	194,927	1.89	198,604	
% Total	19.64		18.94		19.00		18.67		17.94	
BEER										
Domestic	296,552	15.57	342,722	3.55	354,902	7.47	381,417	12.20	427,958	
% Total	32.56		34.83		35.15		36.53		38.66	
Imported	12,605	28.60	16,211	49.95	24,308	- 5.91	22,871	- 1.56	22,513	
% Total	1.38		1.65		2.41		2.19		2.03	
Total Beer	309,157	16.10	358,933	5.65	379,210	6.61	404,288	11.42	450,472	
% Total	33.95		36.48		37.56		38.72		40.69	
CIDER										
	4,617	79.53	8,289	48.85	12,337	29.21	15,942	11.81	17,824	
% Total	0.51		0.84		1.22		1.53		1.61	
COOLERS										
	0		0		0		3,594	222.22	11,580	
% Total							0.34		1.05	
TOTAL SALES										
	910,650	8.04	983,898	2.62	1,009,680	3.42	1,044,247	6.02	1,107,073	
% Total	100.00		100.00		100.00		100.00		100.00	

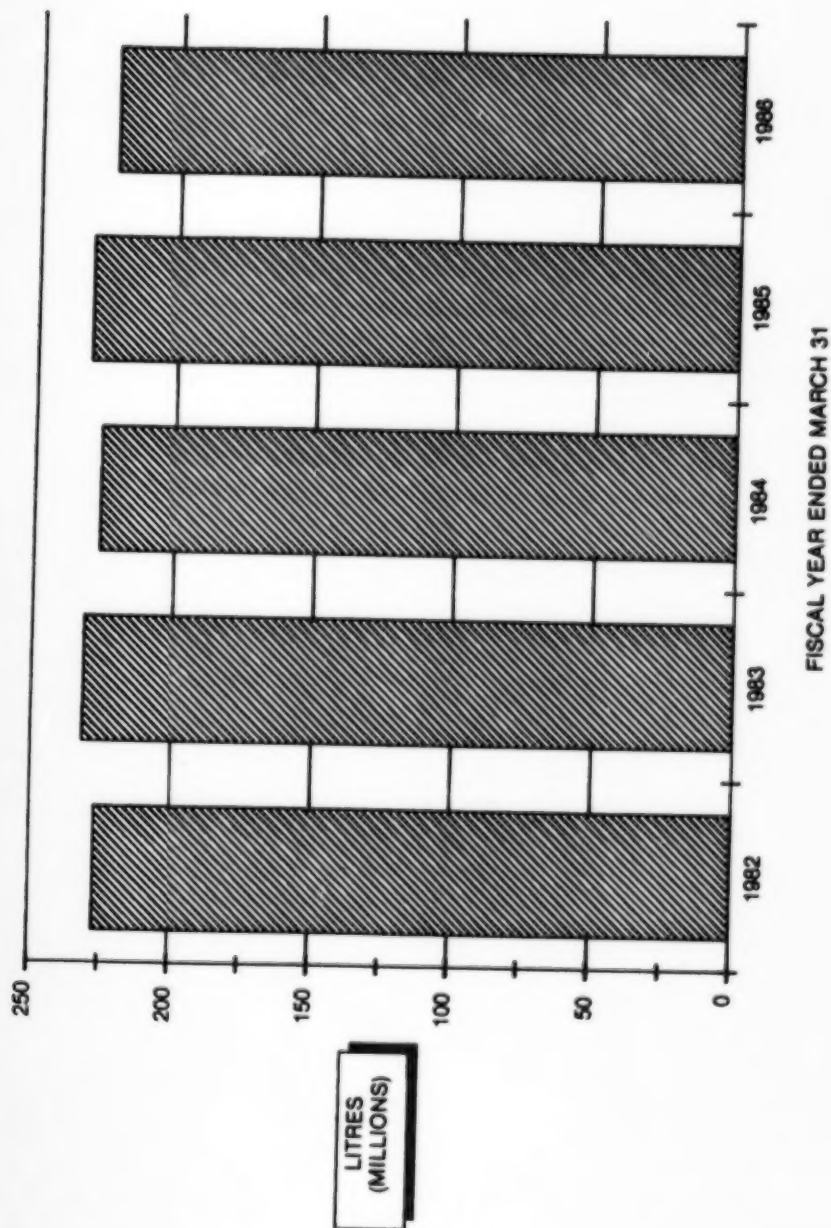
Note: Figures exclude Provincial Sales Tax.

(1) Does not include Commercial Winery Sales from which there is no revenue to the Branch.

HISTORICAL SALES OF WINE, SPIRITS, AND COOLERS IN MILLIONS OF LITRES



HISTORICAL BEER SALES
IN MILLIONS OF LITRES



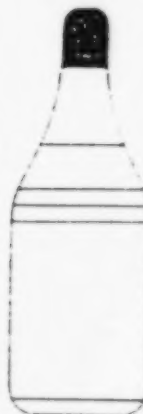
RETAIL PRICE BREAKDOWN **Examples as at March 31, 1986**

B.C. Table Wine
750 ml bottle



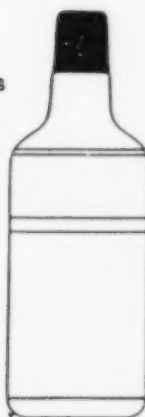
Prime Cost from	
Supplier	1.90
Federal Excise/Duty...	.32
Federal Sales Tax	.31
LDB Markup	1.44
Provincial Sales Tax	.28
Total Cost to	
Consumer	4.25

Imported Table Wine
750 ml bottle



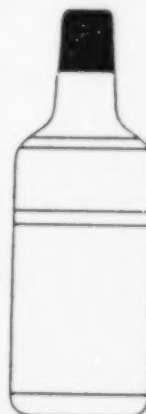
Prime Cost from	
Supplier	1.17
Domestic Charges	.66
Federal Excise/Duty...	.39
Federal Sales Tax	.21
LDB Markup	3.39
Provincial Sales Tax	.38
Total Cost to	
Consumer	5.75

Domestic Spirits
710 ml bottle



Prime Cost from	
Supplier	2.61
Federal Excise/Duty...	3.22
Federal Sales Tax	.81
LDB Markup	7.85
Provincial Sales Tax	1.01
Total Cost to	
Consumer	15.50

Imported Spirits
710 ml bottle



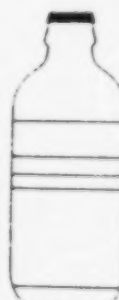
Prime Cost from	
Supplier	2.42
Domestic Charges	.76
Federal Excise/Duty...	3.27
Federal Sales Tax	.80
LDB Markup	6.92
Provincial Sales Tax	1.13
Total Cost to	
Consumer	17.30

Regular Bottled
Domestic Beer
(Case of 12 x 341 ml)



Prime Cost from	
Supplier	4.57
Federal Excise/Duty...	.79
Federal Sales Tax	.75
LDB Markup	3.42
Provincial Sales Tax	.67
Total Cost to	
Consumer	10.20

Bottled Imported Beer
(Case of 6 x 355 ml)



Prime Cost from	
Supplier	1.98
Domestic Charges	.83
Federal Excise/Duty...	.54
Federal Sales Tax	.35
LDB Markup	3.31
Provincial Sales Tax	.49
Total Cost to	
Consumer	7.50

PERSONNEL RECRUITING ACTIVITY

Number of positions posted 194

Number of positions filled 120

Auxiliaries and statutory terms hired:

Administration 12

Stores 408

Distribution 27

Total 447

Resignations (Auxiliaries and Regulars) 412

Retirements 46

Total number of L.D.B. employees as at March 31, 1986:

Regular 1,779

Auxiliary 1,413

Total 3,292



FINANCIAL STATEMENTS

BALANCE SHEET

AUDIT STATEMENT

STATEMENT OF INCOME

STATEMENT OF CHANGES IN FINANCIAL POSITION

NOTES TO FINANCIAL STATEMENTS

SCHEDULE 1: OPERATING EXPENSES

BALANCE SHEET
As at March 31, 1986

ASSETS

	1986 \$	1985 \$
CURRENT ASSETS		
Cash	762,895	11,410,129
Account receivable	3,189,502	2,240,349
Inventories	46,562,307	43,103,917
	<u>50,514,704</u>	<u>56,754,395</u>
FIXED ASSETS, at cost (note 3)	34,929,227	33,679,731
Less accumulated depreciation	<u>24,250,236</u>	<u>21,718,516</u>
	<u>61,193,695</u>	<u>68,715,610</u>

LIABILITIES

CURRENT LIABILITIES		
Accounts payable and accrued liabilities	43,702,175	42,290,249
PROVINCE OF BRITISH COLUMBIA		
Advance	17,491,520	26,425,361
	<u>61,193,695</u>	<u>68,715,610</u>

Commitments and Contingencies (note 5 & 6)

The accompanying notes and Schedule 1 are an integral part of these financial statements.

Approved By:

General Manager

Director of Finance

AUDIT

The accounts of the Liquor Distribution Branch presented in these financial statements are included in the Combined Financial Statements of the Province of British Columbia. Although an auditor's opinion has not been expressed on these financial statements, the accounts of the Branch have been examined as part of the audit of the Government's Combined Financial Statements.

STATEMENT OF INCOME

For the Year Ended March 31, 1986

	1986 \$	1985 \$
SALES (note 4).....	936,608,588	887,183,912
COST OF MERCHANDISE SOLD	497,377,024	483,245,840
	439,231,564	403,938,072
PROVINCIAL MALT LEVY (note 4)	62,566,293	50,950,686
	501,797,857	454,888,758
OPERATING EXPENSES (Schedule 1).....	106,842,589	103,114,123
	394,955,268	351,774,635
OTHER INCOME	2,137,519	1,904,209
NET INCOME.....	397,092,787	353,678,844

STATEMENT OF CHANGES IN FINANCIAL POSITION

For the Year Ended March 31, 1986

	1986 \$	1985 \$
CASH PROVIDED BY OPERATIONS		
Net Income	397,092,787	353,678,844
Amounts charged against income not requiring an outlay of cash:		
Depreciation.....	2,904,461	3,575,179
Gain on disposal of fixed assets	(19,774)	(153,529)
(Increase) in accounts receivable.....	(949,153)	(1,106,092)
(Increase) in inventory	(3,458,390)	(5,859,071)
Increase in accounts payable	1,411,926	5,062,184
	396,981,857	355,197,515
CASH PAYMENTS TO PROVINCIAL TREASURY ...	(406,026,628)	(351,549,735)
	(9,044,771)	3,647,780
CASH USED FOR INVESTMENT IN FIXED ASSETS		
Acquisition of fixed assets	(1,622,864)	(1,366,601)
Proceeds on Disposal.....	20,401	164,762
	(1,602,463)	(1,201,839)
INCREASE (DECREASE) IN CASH	(10,647,234)	2,445,941
CASH AT BEGINNING OF YEAR.....	11,410,129	8,964,188
CASH AT END OF YEAR	762,895	11,410,129

STATEMENT OF CHANGES IN PROVINCE OF BRITISH COLUMBIA ADVANCE

For the Year Ended March 31, 1986

	1986	1985
	\$	\$
Balance at beginning of year	26,425,361	24,296,252
Net Income	397,092,787	353,678,844
Cash payments to Provincial Treasury	(406,026,628)	(351,549,735)
BALANCE AT END OF YEAR	<u>17,491,520</u>	<u>26,425,361</u>

NOTES TO FINANCIAL STATEMENTS

For the Year Ended March 31, 1986

1. STATUS OF THE BRANCH

The Liquor Distribution Branch obtains its authority for operation from the Liquor Distribution Act which is administered by the Ministry of Consumer and Corporate Affairs. As stated in Section 2 of this Act, the Branch has the sole right to purchase both in and out of the Province liquor for resale and reuse in the Province in accordance with the provisions of the Importation of Intoxicating Liquors Act (Canada).

2. SIGNIFICANT ACCOUNTING POLICIES

As prescribed by Section 18 of the Liquor Distribution Act, the financial statements of the Branch are prepared in accordance with generally accepted accounting principles.

The financial transactions of the Branch are also included in the financial statements of the Combined General Fund and Special Funds of the Government of the Province of British Columbia. The amounts are adjusted for differences in the accounting policies of the Branch from those of the Government.

Significant accounting policies followed in the preparation of these financial statements are:

a) Inventories are valued at the latest landed cost.

b) Fixed assets are depreciated on a straight line basis as follows:

Buildings — 7½% per annum

Leasehold Improvements — a minimum of 10% per annum or a rate sufficient to write off the cost over the remaining life of the respective lease.

Furniture, Fixtures,
Vehicles & Equipment — 25% per annum.

3. FIXED ASSETS

	1986		1985	
	Cost	Accumulated Depreciation	Cost	Accumulated Depreciation
	\$	\$	\$	\$
Land	1,122,657	—	1,122,657	—
Buildings.....	11,260,690	6,690,083	11,260,690	6,086,992
Leasehold				
Improvements	4,640,198	2,566,112	4,610,678	2,030,645
Furniture, fixtures, vehicles & equipment..	17,905,682	14,994,041	16,685,706	13,600,879
	<u>34,929,227</u>	<u>24,250,236</u>	<u>33,679,731</u>	<u>21,718,516</u>
NET BOOK VALUE.....	<u>10,678,991</u>		<u>11,961,215</u>	

4. SALES

The Branch is responsible for sales of liquor in the Province. The majority of liquor is sold by the Branch itself; however, the Branch has authorized manufacturers in certain situations to sell directly to licensees and consumers.

	1986	1985
	\$	\$
Total Branch sales.....	936,608,588	887,183,912
Less non-alcoholic products	<u>686,072</u>	<u>752,537</u>
	<u>935,922,516</u>	<u>886,431,375</u>
Other authorized sales not included in these financial statements:		
Direct deliveries to licensees by Brewers' agent.....	168,171,655	157,575,250
Direct deliveries to licensee retail stores by Brewers' agent	2,678,613	—
Brew pubs	299,933	240,703
Commercial wineries.....	<u>368,119</u>	<u>2,830,186</u>
	<u>171,518,320</u>	<u>160,646,139</u>
TOTAL SALES OF LIQUOR IN THE PROVINCE	<u>1,107,440,836</u>	<u>1,047,077,514</u>

The Branch has authorized the brewers' agent to sell directly to licensees and licensee retail stores. The Branch has also authorized brew pubs to manufacture and sell directly to the public. The Provincial Malt Levy reported on the income statement represents the margin on these sales.

The Branch has agreements with commercial wineries which allow them to sell directly to the public. Sales by these commercial wineries as reported above will decrease as they enter into consignment agency contracts with the Branch. This will result in the inclusion of the commercial winery sales in the sales of the Branch.

Total sales of liquor in the Province do not include subsequent resale by licensed establishments.

5. COMMITMENTS

a) Federal Taxes

The Branch maintains inventory in its bonded warehouse for which Federal Taxes have neither been paid nor recorded. As at March 31, 1986, the future liability for these taxes approximates \$8,000,000. These taxes are payable when inventory is shipped from the bonded warehouse.

b) Lease Premises

Total commitments as at March 31, 1986 for lease of premises are as follows:

Year ended March 31, 1987	\$ 6,549,000
1988	5,900,000
1989	5,209,000
1990	4,559,000
1991	3,556,000
Subsequent years	7,447,000
TOTAL	<u>\$33,220,000</u>

6. CONTINGENCIES

Agents' Stocking Program

The Branch has authorized suppliers' agents to import and warehouse liquor for subsequent resale to the Branch. Under this arrangement, the Branch has a contractual obligation to purchase all inventories held by the agent should he opt out of the program. The obligation of the Branch should all agents choose to terminate their contracts, totals approximately \$20,934,000 for agents and \$11,986,000 for federal taxes as at March 31, 1986.

7. SUPERANNUATION FUND

The Liquor Distribution Branch is an approved employer under the Pension (Public Service) Act. Eligible employees of the Branch contribute to the Public Service Superannuation Fund at a rate of 4.25% of pensionable salary up to the year's maximum pensionable earnings as defined in the Canada Pension Plan and at a rate of 5.75% of pensionable salary in excess of the year's maximum pensionable earnings. An additional 1.25% of pensionable salary is deducted and used to finance the payment of cost-of-living supplementary allowances. In addition to matching the employees' contributions, the Branch contributes an additional 2.5% of pensionable salary for basic pension benefits.

An actuarial evaluation of the Public Service Superannuation Fund was made at March 31, 1984. Details of the unfunded liability are described in the Public Service Superannuation Fund financial statements included in the Public Accounts. The portion of the unfunded liability attributable to the Liquor Distribution Branch was not determined by the actuary.

8. COMPARATIVE FIGURES

Certain comparative figures for the previous year have been reclassified to conform with the MARCH 31, 1986 financial statement presentation.

OPERATING EXPENSES

For the Year Ended March 31, 1986

	Warehouse	Retail Store	Administration	1986 Total	1985 Total
	\$	\$	\$	\$	\$
Salaries and Wages	4,529,772	49,860,110	7,844,009	62,233,891	60,444,173
Superannuation	333,864	3,649,281	571,624	4,554,769	4,497,080
Unemployment Insurance	124,600	1,361,928	213,332	1,699,860	1,625,892
Dental and Extended Health	84,531	923,964	144,730	1,153,225	1,053,839
Canada Pension	67,984	743,093	116,398	927,475	904,500
B.C. Medical	52,917	578,410	90,602	721,929	693,359
Workers' Compensation Board	45,250	494,598	77,474	617,322	585,821
Long Term Disability	31,875	348,407	54,575	434,857	432,852
Group Insurance	17,785	194,395	30,450	242,630	248,842
Staff Benefits	1,044	17,027	106,193	124,264	117,253
Rents	211,229	8,292,403	235,446	8,739,078	8,297,879
Data Processing	—	—	4,898,258	4,898,258	4,028,521
Freight to Stores	—	3,479,472	—	3,479,472	3,564,018
Agency Commissions	—	2,726,633	228,134	2,954,767	1,741,401
Depreciation	676,342	1,637,779	590,340	2,904,461	3,575,179
Light, Water and Fuel	392,808	1,546,873	679	1,940,360	2,026,149
Sundries	134,420	308,172	1,268,917	1,711,509	1,694,418
Repairs and Maintenance	80,967	902,321	539,317	1,522,605	1,252,748
Travelling	8,680	276,424	861,816	1,146,920	1,161,914
Store Wrapping Supplies	—	1,093,883	—	1,093,883	1,041,378
Printing, Stationery and Postage	3,443	46,172	979,368	1,028,983	827,630
Telephone and Telegraph	20,229	203,097	627,065	850,391	892,773
Janitorial and Scavenging	27,619	610,337	163,711	801,667	765,007
Property Charges	349,037	101,883	—	450,920	449,691
Armoured Car Service	—	—	299,772	299,772	539,399
Warehouse Equipment Costs	274,165	—	—	274,165	238,647
Bank Charges	—	—	18,723	18,723	364,765
Litter Act - Container Disposal Cost	—	—	16,433	16,433	48,995
	<u>7,468,561</u>	<u>79,396,662</u>	<u>19,977,366</u>	<u>106,842,589</u>	<u>103,114,123</u>

SALES BY STORE

STORE SALES BY ELECTORAL DISTRICT

TOTAL LITRES BY STORE AND PERCENTAGE MIX
IN LITRES

STORE SALES BY ELECTORAL DISTRICT

For the Year Ended March 31, 1986

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES \$
ALBERNI	40	Port Alberni	4,296,052
	104	Port Alberni Northport	3,801,237
	118	Tofino	908,290
	216	Ucluelet	1,114,304
ATLIN	4	Atlin	307,264
	47	Stewart	367,769
	84	Cassiar	927,924
BOUNDARY - SIMILKAMEEN	14	Greenwood	270,037
	15	Grand Forks	2,401,300
	19	Keremeos	823,463
	39	Penticton	4,476,382
	69	Oliver	1,766,141
	83	Osoyoos	2,189,976
	86	Summerland	1,956,578
	130	Penticton Plaza	6,363,042
	403	Okanagan Vineyards Ltd.	110,062
	406	Casabello Wines Limited	513,028
BURNABY - EDMONDS	220	Middlegate	10,166,898
BURNABY - NORTH	77	Lougheed Plaza	8,830,830
	137	Kensington	4,507,913
	217	North Burnaby	10,537,455
BURNABY - WILLINGDON	121	Royal Oak & Rumble	3,878,278
	203	South Burnaby	6,082,898
CARIBOO	43	Quesnel	4,460,528
	63	Williams Lake	7,477,062
	156	Quesnel West	1,969,600
	201	Clinton	760,649
	221	100 Mile House	4,004,636
CHILLIWACK	7	Chilliwack	6,502,435
	64	Agassiz	1,736,572
	170	Chilliwak Mall	4,258,535
COLUMBIA RIVER	16	Golden	2,642,953
	17	Invermere	3,174,086
	66	Kimberley	2,507,099
	245	Radium	1,084,372
COMOX	8	Cumberland	768,788
	10	Courtenay	8,192,743
	34	Qualicum	2,322,368
	42	Parksville	2,778,724
	157	Parksville North	3,194,760
	235	Comox	3,286,003

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES \$
COQUITLAM - MALLARDVILLE	153	Como Lake.....	4,437,251
	200	Austin Road.....	5,176,313
COQUITLAM - MOODY	11	Port Coquitlam.....	3,980,189
	89	Prairie Mall	3,019,312
	163	Westwood Mall	7,438,645
	205	Port Moody	3,416,354
	405	Andres Wines (B.C.) Limited	776,880
COWICHAN - MALAHAT	12	Duncan.....	9,705,775
	67	Lake Cowichan	1,574,535
	206	Chemainus	1,693,176
DELTA	25	Ladner	4,388,488
	98	Tsawwassen.....	5,088,613
	145	Scottsdale	7,512,295
	241	Kennedy Heights	11,005,462
DEWDNEY	27	Mission	4,993,537
	65	Haney	6,146,783
	164	West Maple Ridge	3,293,037
	165	Pitt Meadows	1,454,753
ESQUIMALT - PORT RENFREW	68	Esquimalt	4,044,325
	125	Langford	4,587,971
	219	Colwood.....	3,781,226
	229	Sooke	2,179,305
CENTRAL FRASER VALLEY	1	Abbotsford	5,608,572
	149	Clearbrook.....	5,128,626
KAMLOOPS	21	Kamloops	6,743,767
	79	Kamloops Sahali.....	3,698,616
	88	Clearwater	1,516,010
	108	Kamloops Valleyview	3,160,220
	138	Barriere	775,551
	147	Kamloops Westyde	1,297,364
	223	Kamloops North.....	6,692,964
KOOTENAY	9	Cranbrook.....	5,020,586
	13	Fernie	2,117,053
	28	Sparwood.....	1,501,290
	131	Elkford	689,903
	151	Cranbrook Tamarack.....	2,222,762
LANGLEY	22	Langley	5,485,440
	109	Aldergrove	4,099,817
	127	Fort Langley	1,975,666
	158	Langley Willowbrook	8,082,817
MACKENZIE	41	Powell River.....	6,255,742
	80	Gibsons	2,912,677
	93	Madeira Park	1,173,558
	171	Bella Bella.....	714,470
	230	Sechelt.....	3,175,515
	232	Bella Coola	839,238

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES \$
NANAIMO	24	Ladysmith.....	2,160,331
	33	Nanaimo Cavan.....	5,001,833
	134	Gabriola Island.....	625,878
	159	Nanaimo Harewood.....	2,559,279
	243	Nanaimo Terminal Park.....	11,856,114
NELSON - CRESTON	18	Kaslo.....	728,644
	32	Nelson.....	5,214,414
	74	New Denver.....	424,278
	75	Creston Valley Mall.....	1,943,009
	162	Creston Canyon Street.....	790,362
	202	Nakusp.....	1,228,659
	207	Salmo.....	643,740
NEW WESTMINSTER	31	10th Street.....	8,361,359
	97	Royal Square (8th & McBride).....	4,811,442
NORTH ISLAND	5	Campbell River.....	11,332,935
	55	Gold River.....	743,714
	56	Tahsis.....	499,730
	115	Port McNeill.....	2,247,569
	128	Port Alice.....	552,687
	168	Port Hardy Market Street.....	632,874
	225	Alert Bay.....	490,829
	236	Port Hardy.....	2,413,810
NORTH VANCOUVER - CAPILANO	413	North Island Brewing Co.	55,619
	30	North Vancouver.....	8,113,314
	107	North Vancouver Westview.....	10,880,888
	152	Capilano Mall.....	2,691,530
NORTH VANCOUVER - SEYMOUR	133	Dollarton.....	2,794,371
	247	Lynn Valley.....	7,790,713
OKANAGAN NORTH	62	Vernon.....	7,032,944
	135	Vernon Polson Place.....	5,176,718
	214	Lumby.....	1,116,151
	414	Okanagan Spring Brewery Ltd.	96,638
OKANAGAN SOUTH	20	Kelowna Leon.....	1,946,793
	103	Kelowna Capri.....	4,053,761
	143	Kelowna Westbank.....	3,045,362
	148	Kelowna Mission Park.....	3,284,012
	166	Winfield.....	1,564,713
	167	Kelowna Orchard Park.....	11,747,327
	246	Kelowna Willow Park.....	3,208,356
	407	Mission Hill Vineyards.....	491,471
	408	Calona Wines Limited.....	409,820
OMINECA	73	Burns Lake.....	1,855,150
	81	Vanderhoof.....	1,712,977
	91	Fraser Lake.....	805,556
	99	Houston.....	1,907,539
	119	Granisle.....	262,069
PEACE RIVER - NORTH	248	Fort St. James.....	1,593,279
	3	Fort St. John.....	6,298,560
	222	Fort Nelson.....	2,339,642
	234	Hudson Hope.....	384,420

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES \$
PEACE RIVER - SOUTH	169	Tumbler Ridge.....	1,593,166
	212	Dawson Creek	4,844,737
	238	Chetwynd.....	1,742,121
PRINCE GEORGE - NORTH	36	Prince George 6th.....	5,962,977
	106	MacKenzie	2,073,069
	114	Prince George Hart.....	2,451,633
	239	Prince George 20th.....	7,999,640
	401	Pacific West Brewing Co.	389,689
PRINCE GEORGE - SOUTH	26	McBride	524,383
	96	Valemount	728,414
	126	Prince George 10th.....	8,500,104
	154	Prince George - College Heights	2,402,372
PRINCE RUPERT	35	Prince Rupert	6,792,024
	105	Masset	1,353,825
	211	Queen Charlotte City	1,504,907
RICHMOND	76	Richmond Brighthouse	10,584,159
	85	Richmond Lansdowne	7,118,807
	120	Richmond Shellmont	3,963,635
	244	Richmond Seafair	6,930,483
ROSSLAND - TRAIL	44	Rossland.....	1,030,265
	51	Trail	3,990,628
	78	Castlegar	3,275,729
	95	Fruitvale.....	985,636
SAANICH & THE ISLANDS	50	Sidney	6,693,844
	59	Trafalgar Square	3,214,949
	124	Gorge & Tillicum	9,536,022
	140	Cedar Hill	5,351,262
	155	Pender Island	564,654
	204	Ganges.....	2,502,829
SHUSWAP - REVELSTOKE	242	Saanich.....	9,893,372
	45	Revelestoke.....	3,661,844
	48	Salmon Arm.....	4,679,110
	49	Enderby.....	1,379,234
	92	Sicamous.....	1,691,584
	215	Armstrong	1,436,093
SKEENA	226	Chase	1,991,742
	46	Smithers	3,453,839
	52	Terrace.....	5,927,614
	213	Kitimat	3,319,902
	227	Hazelton.....	982,298

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES \$
SURREY	6	White Rock	7,806,603
	70	Cloverdale	4,044,874
	110	Ocean Park	3,746,883
	116	North Surrey	7,159,131
	122	Whalley	7,336,057
	240	Guildford	7,739,846
	404	Jordan & Ste. Michelle Cellars	1,155,552
VANCOUVER - SOUTH	38	Marpole	9,148,966
	87	Victoria Drive	10,374,764
	210	Kerrisdale	4,444,179
VANCOUVER - LITTLE MOUNTAIN	136	Arbutus	3,333,334
	141	13th & Granville	3,082,596
	146	18th & Cambie	3,929,766
	160	39th & Cambie	12,627,424
	237	28th & Main	5,243,891
	402	Granville Island Brewing Company	1,387,820
VANCOUVER - CENTRE	53	Harbour Centre	3,155,038
	94	Bute Street	4,765,688
	111	Commercial Drive	5,604,111
	112	Cardero	5,103,599
	123	Kingsgate Mall	7,694,220
	129	Thurlow	7,041,464
	144	Mandarin Centre	1,523,029
VANCOUVER - EAST	233	Robson Street	8,861,083
	58	Hastings & Slocan	9,465,387
	100	Central Licensee	48,917,741
VANCOUVER - POINT GREY	113	Senlac	9,716,476
	90	Fourth & Alma	8,523,148
	102	Dunbar	4,231,234
VICTORIA	117	Broadway & Maple	11,421,490
	61	Nootka Court	4,161,374
	142	Yates Street	2,106,845
	150	James Bay	3,074,641
	161	Quadra & Hillside	9,685,976
	218	Fort Street	10,787,639
	231	Government Street Licensee	10,277,241
	411	Island Pacific Brewing Company	333,232
	412	Victoria City Brewing & Malting	278,214

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES \$
WEST VANCOUVER HOWE SOUND	72	West Vancouver.....	8,000,723
	101	Pemberton.....	771,582
	208	Squamish.....	3,368,080
	228	Park Royal.....	8,881,550
	302	Whistler.....	3,047,066
	303	Park & Tilford.....	72,125
YALE - LILLOOET	2	Ashcroft.....	844,596
	23	Lillooet.....	1,620,187
	29	Merritt.....	3,034,105
	37	Princeton.....	1,856,065
	60	Cache Creek.....	1,072,808
	71	Hope.....	2,804,247
	139	Logan Lake.....	514,757
	209	Lytton.....	670,447
	310	Agency Direct Store.....	1,512,433
TOTAL SALES			<u>936,608,588</u>



TOTAL LITRES BY STORE AND PERCENTAGE MIX BY CATEGORIES IN LITRES

ELECTORAL DISTRICT	STORE (1) NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
ALBERNI	40	961,400	12.5	13.7	4.9	68.9
	104	917,243	10.5	13.3	5.1	71.1
	118	210,169	10.2	13.0	5.3	71.5
	216	251,844	11.2	12.7	4.5	71.6
ATLIN	4	71,610	10.2	14.4	3.2	72.2
	47	83,100	12.4	7.7	3.3	76.7
	84	202,965	11.8	9.4	2.6	76.2
BOUNDARY - SIMILKAMEEN	14	60,840	13.3	8.5	3.5	74.7
	15	525,486	12.9	13.6	5.8	67.7
	19	195,694	11.3	11.4	4.8	72.4
	39	956,335	13.0	16.3	6.7	64.0
	69	402,188	12.0	16.1	5.1	66.8
	83	515,864	11.1	12.0	6.7	70.2
	86	454,319	11.3	14.8	4.2	69.7
BURNABY - EDMONDS	130	1,396,337	12.4	15.1	6.6	65.9
	220	2,331,394	10.6	16.0	4.5	69.0
	77	1,926,024	11.0	19.1	5.4	64.6
BURNABY - NORTH	137	992,996	11.4	17.8	6.0	64.8
	217	2,375,941	10.7	15.9	4.4	69.1
BURNABY - WILLINGDON	121	857,722	11.7	17.0	3.4	68.0
	203	1,243,809	13.3	19.7	4.9	62.1
CARIBOO	43	1,004,386	12.5	11.7	4.4	71.4
	63	1,519,104	14.8	16.9	4.6	63.7
	156	462,063	11.4	12.8	3.2	72.6
	201	181,210	11.7	8.2	3.0	77.1
	221	998,400	9.9	11.7	3.1	75.3
CHILLIWACK	7	1,392,158	13.0	17.2	5.0	64.8
	64	400,487	10.4	16.9	4.3	68.5
	170	886,136	13.5	17.6	5.4	63.4
COLUMBIA RIVER	16	635,587	10.3	8.4	3.2	78.2
	17	737,352	9.9	13.7	6.0	70.4
	66	576,692	11.1	14.2	4.8	69.9
	245	291,293	7.3	9.0	4.6	79.2
COMOX	8	220,012	7.5	9.7	2.9	80.0
	10	1,911,568	10.4	16.9	5.8	66.9
	34	499,602	12.8	16.8	5.1	65.2
	42	608,296	12.5	15.8	6.2	65.6
	157	614,191	14.4	24.0	5.1	56.5
	235	737,024	11.2	20.1	5.7	63.0
COQUITLAM - MALLARDVILLE	153	965,720	11.5	18.5	5.5	64.5
	200	1,224,309	10.2	16.1	4.1	69.6

(1) Store names are detailed with store number in preceding charts
"Store Sales by Electoral Districts".

ELECTORAL DISTRICT	STORE NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
COQUITLAM - MOODY	11	919,482	10.8	15.5	5.7	68.0
	89	725,688	10.0	15.1	4.4	70.5
	163	1,649,283	10.9	18.7	6.6	63.9
	205	771,117	10.7	18.2	5.2	65.9
COWICHAN - MALAHAT	12	2,092,891	12.5	17.5	6.0	64.0
	67	408,189	9.7	8.9	4.1	77.3
	206	383,001	12.5	13.5	4.5	69.5
DELTA	25	924,255	12.5	20.8	5.2	61.5
	98	973,005	13.5	28.7	4.4	53.5
	145	1,597,055	12.7	18.9	5.1	63.4
	241	2,551,599	10.8	14.4	5.1	69.7
DEWDNEY	27	1,148,218	11.6	14.0	4.9	69.5
	65	1,332,766	12.5	17.0	5.8	64.7
	164	729,208	11.9	15.9	5.3	66.9
	165	338,641	10.9	14.4	4.9	69.8
ESQUIMALT - PORT RENFREW	68	917,288	11.6	15.8	5.2	67.4
	125	1,125,029	10.0	14.4	4.7	70.9
	219	885,893	10.4	16.7	6.2	66.7
	229	496,521	11.4	14.3	5.0	69.3
CENTRAL FRASER VALLEY	1	1,238,110	11.7	18.3	5.1	65.0
	149	1,110,461	12.4	16.7	4.0	66.8
KAMLOOPS	21	1,473,022	11.6	15.6	7.0	65.8
	79	792,788	11.8	19.2	7.4	61.5
	88	378,518	10.2	7.6	3.5	78.6
	108	714,048	11.8	15.4	5.6	67.1
	138	200,048	9.8	9.2	3.2	77.8
	147	317,139	10.4	12.9	4.9	71.8
	223	1,507,812	12.3	13.2	6.1	68.5
KOOTENAY	9	1,058,486	13.7	14.6	4.1	67.6
	13	461,487	13.0	10.9	4.0	72.1
	28	355,492	11.4	7.5	2.4	78.7
	131	156,721	11.7	8.8	3.7	75.7
	151	516,202	10.9	14.3	4.2	70.7
LANGLEY	22	1,155,106	13.4	17.8	3.9	64.9
	109	960,876	11.2	13.8	4.1	70.8
	127	411,310	12.4	19.2	5.0	63.4
	158	1,739,745	11.8	18.2	6.4	63.6
MACKENZIE	41	1,413,001	11.4	15.6	5.8	67.2
	80	625,014	12.6	17.0	5.4	64.9
	93	235,553	15.3	15.3	4.5	64.9
	171	134,487	18.5	5.7	2.9	73.0
	230	652,099	13.4	19.6	4.5	62.5
	232	180,760	13.9	10.6	6.9	68.6

ELECTORAL DISTRICT	STORE NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
NANAIMO	24	480,702	13.1	13.1	3.9	69.9
	33	1,139,372	12.1	14.3	8.0	65.6
	134	143,320	10.5	19.4	6.7	63.5
	159	595,732	11.6	14.8	3.2	70.5
	243	2,519,157	12.4	19.4	4.9	63.3
NELSON - CRESTON	18	173,042	10.5	10.7	4.7	74.1
	32	1,140,739	12.0	16.4	5.8	65.9
	74	105,648	9.4	10.0	3.4	77.1
	75	432,455	12.7	13.2	3.4	70.7
	162	190,777	11.0	11.2	2.1	75.7
	202	295,915	10.7	10.0	5.5	73.8
	207	157,464	10.8	10.9	3.2	75.0
NEW WESTMINSTER	31	1,878,959	10.8	15.6	4.5	69.1
	97	994,178	13.4	20.2	4.4	62.0
NORTH ISLAND	5	2,469,451	12.2	14.5	4.9	68.4
	55	191,509	8.8	9.2	3.2	78.7
	56	108,113	12.7	9.3	6.7	71.3
	115	525,949	11.0	10.6	3.8	74.6
	128	116,874	13.1	12.3	2.8	71.9
	168	139,926	12.5	12.1	2.5	73.0
	225	91,900	16.6	16.9	8.4	58.1
	236	496,066	13.5	14.5	5.7	66.3
NORTH VANCOUVER - CAPILANO	30	1,778,571	10.9	18.5	5.3	65.3
	107	2,332,783	10.1	22.7	5.8	61.4
	152	547,334	12.7	24.2	4.9	58.3
NORTH VANCOUVER - SEYMOUR	133	584,511	10.7	25.2	4.7	59.3
	247	1,650,590	11.1	23.7	4.6	60.7
OKANAGAN NORTH	62	1,616,657	11.4	15.0	4.9	68.8
	135	1,042,348	14.3	19.3	9.2	57.2
	214	292,416	9.4	8.5	3.7	78.4
OKANAGAN SOUTH	20	442,181	11.9	14.7	5.3	68.2
	103	886,183	12.4	16.3	6.1	65.2
	143	691,330	12.0	14.4	6.7	66.8
	148	727,205	11.6	17.6	6.8	64.0
	166	400,599	9.3	12.6	5.8	72.4
	167	2,743,273	10.7	14.8	9.2	65.3
	246	798,891	10.4	11.2	4.7	73.7
OMINECA	73	439,898	10.8	12.2	3.1	73.8
	81	383,730	12.3	14.7	4.0	69.0
	91	180,555	12.5	13.1	3.1	71.2
	99	469,513	10.2	7.4	2.5	79.9
	119	75,233	6.9	7.2	1.4	84.5
	248	395,114	9.6	13.1	1.7	75.5

ELECTORAL DISTRICT	STORE NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
PEACE RIVER - NORTH	3	1,274,135	15.1	12.2	3.2	69.5
	222	461,559	16.1	8.4	2.7	72.7
	234	97,433	10.1	6.5	2.1	81.3
PEACE RIVER - SOUTH	169	366,059	11.0	8.7	3.2	77.1
	212	1,032,183	13.9	11.5	4.5	70.1
	238	424,042	10.7	8.9	2.2	78.2
PRINCE GEORGE - NORTH	36	2,004,883	7.1	6.0	2.1	84.7
	106	506,311	10.3	7.2	3.1	79.4
	114	594,765	10.9	9.9	3.1	76.1
	239	1,841,750	11.4	10.9	3.5	74.3
PRINCE GEORGE - SOUTH	26	127,275	10.5	9.0	3.8	76.7
	96	164,188	12.0	9.4	3.9	74.6
	126	1,795,119	12.7	14.0	4.7	68.7
	154	541,895	11.9	13.1	4.1	70.9
PRINCE RUPERT	35	1,344,089	14.4	14.1	6.8	64.8
	105	319,612	10.3	10.6	2.8	76.3
	211	347,128	10.7	8.9	3.8	76.7
RICHMOND	76	2,238,486	11.8	19.0	5.2	63.9
	85	1,421,224	11.5	24.4	4.6	59.4
	120	885,637	11.4	17.9	4.3	66.4
	244	1,395,907	13.3	22.3	4.9	59.6
ROSSLAND - TRAIL	44	243,955	9.7	16.1	5.3	68.9
	51	853,499	12.9	19.2	4.1	63.8
	78	746,176	11.7	14.0	5.2	69.1
	95	265,123	8.2	11.0	3.6	77.1
SAANICH & THE ISLANDS	50	1,293,595	14.2	23.9	5.7	56.3
	59	712,424	11.1	20.4	4.9	63.6
	124	2,300,003	9.9	15.1	4.9	70.1
	140	1,032,304	14.2	26.1	5.2	54.6
	155	109,458	14.9	21.8	6.1	57.3
	204	483,605	14.3	23.4	6.5	55.8
	242	2,214,948	10.3	19.2	5.8	64.7
SHUSWAP - REVELSTOKE	45	870,169	10.4	11.1	4.3	74.2
	48	1,044,478	12.4	14.1	5.4	68.1
	49	334,616	10.9	10.9	4.6	73.7
	92	438,281	9.4	7.9	5.0	77.7
	215	345,417	11.2	11.7	4.3	72.8
	226	536,675	8.5	8.4	3.2	79.9
SKEENA	46	759,022	11.9	15.1	4.8	68.1
	52	1,284,176	12.7	13.4	4.9	69.1
	213	750,081	11.4	13.3	4.6	70.7
	227	280,218	6.8	10.1	2.4	80.6

ELECTORAL DISTRICT	STORE NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
SURREY	6	1,588,460	12.6	23.8	5.8	57.7
	70	915,359	11.8	15.4	3.9	68.8
	110	736,686	12.6	26.9	5.8	54.7
	116	1,655,978	11.3	13.1	4.9	70.6
	122	1,688,411	11.3	14.7	4.2	69.7
	240	1,659,306	12.1	18.6	5.0	64.3
VANCOUVER - SOUTH	38	2,835,908	6.2	11.5	2.6	79.7
	87	2,385,982	11.3	12.4	3.4	73.0
	210	748,027	15.6	31.9	4.2	48.3
VANCOUVER - LITTLE MOUNTAIN	136	517,001	16.7	39.4	4.6	39.3
	141	546,185	12.7	32.6	6.3	48.4
	146	837,023	9.6	23.2	4.8	62.3
	160	2,073,585	12.1	31.3	3.8	52.9
	237	1,208,757	10.2	14.3	3.5	72.0
VANCOUVER - CENTRE	53	501,364	19.2	28.2	4.1	48.5
	94	999,469	10.6	24.6	5.4	59.3
	111	1,366,733	8.7	14.9	3.0	73.4
	112	1,028,617	11.2	25.4	5.1	58.2
	123	1,818,827	9.8	15.3	3.5	71.4
	129	1,097,320	11.2	39.4	4.0	45.5
	144	166,591	34.7	38.6	1.2	25.5
	233	1,794,412	10.4	25.4	5.7	58.5
VANCOUVER - EAST	58	2,357,933	8.8	12.3	3.1	75.8
	100	5,685,371	25.9	42.4	13.0	18.9
	113	2,288,851	10.4	13.5	4.2	72.0
VANCOUVER - POINT GREY	90	1,900,033	7.8	24.1	6.4	61.7
	102	837,471	11.3	27.7	5.1	55.9
	117	2,508,432	8.4	23.7	5.5	62.4
VICTORIA	61	747,244	14.6	27.1	5.1	53.2
	142	383,833	14.2	26.2	5.2	54.3
	150	598,256	14.0	24.7	4.3	57.1
	161	2,367,627	9.2	15.1	4.9	70.9
	218	1,835,179	14.8	32.4	5.0	47.9
	231	1,683,097	15.6	34.7	17.4	32.3
WEST VANCOUVER - HOWE SOUND	72	1,350,640	15.1	33.3	4.5	47.1
	101	183,696	10.1	15.9	3.7	70.3
	208	804,811	10.3	13.1	4.1	72.6
	228	1,377,083	15.2	40.2	4.2	40.5
	302	638,116	8.1	21.7	6.9	63.2
YALE - LILLOOET	2	193,785	11.7	12.7	3.9	71.6
	23	381,632	11.3	11.3	5.1	72.4
	29	675,917	12.9	12.9	3.6	70.6
	37	449,021	10.9	10.6	3.5	75.0
	60	254,662	11.5	9.3	4.3	75.0
	71	628,526	12.5	11.5	5.4	70.7
	139	123,538	10.8	10.0	2.8	76.3
	209	189,409	7.6	7.3	2.5	82.6